

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

C.U.E., Inc.

Catalyst Connection

C.U.E., Inc. Website Development Case Study

Client Profile:

C.U.E., Inc. is one of the world's premier manufacturers of cast urethane products. Formed in 1986 when the business unit was purchased from Fluorocarbon, C.U.E. is located in Cranberry Township, Pennsylvania, and employs 100 people. The company ships its products to 48 countries worldwide.

Situation:

C.U.E. was aware that defining who you are as a company, where you are going and how you plan to get there is essential to business growth. With a limited web presence, C.U.E. realized the need for an expanded web site with information that better reflected its products and capabilities, a new look and feel that was consistent with the C.U.E. brand and better rankings among the most popular search engines to drive additional traffic to the site and generate new business. However, limited staff and resources kept C.U.E. from being able to fulfill these requirements. They contacted Catalyst Connection, a NIST MEP network affiliate, for assistance with the in-depth planning, design and implementation of a new web site.

Solution:

Catalyst Connection's web expert helped C.U.E. define business goals and then created a state-of-the-art site with new content and coding that met those objectives. The new site now incorporates content that details the company's three product lines - DuraTrax, Hardliner and Anvil cover products, along with C.U.E.'s capabilities and contact information. It opens avenues to attract new business prospects from previously untapped markets with increased visibility among the major search engines.

Results:

- * Created state-of-the-art web site.
- * Increased visibility among the major search engines.
- * Positive feedback from customers.
- * Achieved a more competitive and profitable position in moving ahead of the Web presence of its main competitor in anvil covers.
- * Created two new customer accounts.

Testimonial:

"Catalyst Connection is technically strong, and I wouldn't hesitate to recommend their Web services to anyone needing a similar project."

Doug Stradley, Sales and Marketing Executive